



## **EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER**

### **ADVISORY BOARD MINUTES**

**REGULAR MEETING**  
**Wednesday, January 7, 2015**

**The Emma S. Barrientos Mexican American Cultural Center Advisory Board convened in a regular meeting at 600 River Street, in Austin, Texas.**

#### **Board Members in Attendance:**

David Carroll, Chair  
Veronica Forsyth, Co-Chair  
Anna Maciel, Member  
Kathryn McMahon, Member  
Juan Oyervides, Member  
Velia Sanchez-Ruiz, Member

#### **Board Members Absent: 1**

Blanca Valencia, Member

#### **Staff in Attendance:**

Laura Esparza, HAND Manager – Arrived at 6:30pm  
Herlinda Zamora, ESB-MACC Manager  
Kelly Grajeda, ESB-MACC Administrative Assistant

- 1. Call to Order:** Chair Carroll called the Board Meeting to order at 6:11pm.
- 2. Approval of Minutes:**
  - a. Motion to approve the minutes from the Board meeting held on 12/3/14 by Member McMahon with a second from Member Forsyth. The motion passed unanimously. (6.0) + Chair Carroll, Co-Chair Forsyth, and Members McMahon, Maciel, Oyervides, and Sanchez-Ruiz.
- 3. Citizen Communication:**
  - a. Herlinda Zamora introduced Gloria Espitia, the ESB-MACC's new staff member.
- 4. Presentations: None.**

### **BOARD ITEMS FOR DISCUSSION AND/OR ACTION**

- 5. Adoption of revised 2015 calendar year meeting schedule. (Forsyth, McMahon)**
  - a. Member Maciel motioned to adopt the revised 2015 calendar year meeting schedule with a second from Member McMahon. Motion passed unanimously. (6.0) + Chair Carroll, Co-Chair Forsyth, and Members McMahon, Maciel, Oyervides, and Sanchez-Ruiz.
- 6. Provide an update on the status of requesting installation of ESB-MACC guidance signage on IH 35. (Oyervides, Carroll)**
  - a. Member Oyervides presented the Traffic Generator Criteria TxDOT uses to determine if a facility is eligible for roadway signs. The ESB-MACC falls under the Recreational and Cultural Interest Areas, which requires an annual attendance of 300,000. Meeting this criterion still does not guarantee signage because TxDOT has additional criteria that then must be met.

- i. Co-Chair Forsyth asked if parking counts could go towards meeting the attendance requirement. Member Oyervides said the Transportation Department would have those statistics.
  - ii. Chair Carroll also asked if the ESB-MACC parking study had performed a traffic count analysis.
  - iii. Herlinda Zamora will email the Board the ESB-MACC's annual attendance.
- 7. Provide an update on construction status of Award of Excellence installation. (Maciel, Carroll)**
  - a. Herlinda Zamora presented an update from Lyn Estabrook, PARD Project Manager. The bidder being awarded is 220Designs. The purchase order is being finalized by getting insurance and living wage and nondiscrimination forms from the bidder. Construction and installation is tentatively scheduled to begin in late January 2015 and will take approximately 30 working days.
  - b. Zamora will email the Board any updates if received.
- 8. Discussion on Award of Excellence selection and nomination process. (Sanchez-Ruiz, Carroll)**
  - a. Herlinda Zamora suggested revisiting the selection and nomination process so staff can place the nomination form online for the public to submit nominations. The issue last year was that some people on the panel selected friends and family members.
    - i. Member Sanchez-Ruiz personally did not see any problems with the committee nominating family and friends. She also does not know if people will go online to nominate.
  - b. Co-Chair Forsyth felt that in principle the process is a good idea, but there will always be a risk of subjectivity without formalizing the process. Staff can work on a formal procedure. The Board agreed with her.
    - i. Herlinda Zamora will take the Board's points and concerns back to staff and will present the set procedures at the next regular meeting or email them if they are ready before.
- 9. Discussion on proposing a possible crosswalk art installation in front of the ESB-MACC. (Forsyth, Maciel)**
  - a. Chair Carroll postponed this item for the next regular meeting.
- 10. Provide an update on the switchgear box and the wastewater line to be installed at the corner of River and Rainey Streets. (Forsyth, Carroll)**
  - a. Chair Carroll had called the wastewater line engineer but has not had any response.
  - b. Laura Esparza reported that the wastewater project had just gone out to bid and the company had requested ESB-MACC programming dates through May and June. They will utilize a police officer to manage the traffic to the ESB-MACC, and one lane will always be open. They will place a steel plate over the excavations and open two lanes during the evening. They will also stop work during large ESB-MACC events.
  - c. She also spoke with Austin Energy about the two phases of the switchgear box installation. Austin Energy had not communicated with the wastewater line company, so she suggested they do so to coordinate the projects since both will affect traffic and ESB-MACC business. She will ask for a sign to be displayed notifying the public that parking is available, as per Member Maciel's suggestion.
- 11. Working Group reports:**
  - a. 64 Rainey Street Working Group; Lead, David Carroll.
    - i. Chair Carroll said he had not received a status update from Ricardo Soliz, PARD Planning Division Manager, about Recommendation 20140903-006.

- ii. Laura Esparza stated that Soliz did complete and send the report to the City Manager. The item was not placed on Council's agenda because of how busy the schedule was. Soliz thought the soonest it could get on the agenda is April.

**12. Staff briefings:**

- a. Herlinda Zamora presented the annual programming calendars. Co-Chair Forsyth expressed that she would like to know how programs are weighted when determining what is placed on the calendar and how that connects to the strategic plan. Zamora will provide monthly calendars color coordinated based on category. She will also provide attendance numbers and zip codes of participants for education programs as per Member Sanchez-Ruiz's request.
- b. Laura Esparza briefed the Board on parking revenue. The City Comptroller and Attorney's Office were not supportive of the ESB-MACC receiving the parking revenue. The Finance Department wants to have the Budget Office reimburse the ESB-MACC for the total \$40k through the general fund. It will be determined in three months. She also briefed the Board on the potential upgraded electrical system in the zócalo, which would be funded through the CIP budget. She will try to get the engineering, design, inspection, and trenching costs as per Chair Carroll's request.

**13. Future Agenda Items:**

- a. Herlinda Zamora will contact Luis Gutierrez to present his crosswalk art installation with artist Mery Godigna Collet in front of the ESB-MACC.
- b. Discussion on proposing a possible crosswalk art installation in front of the ESB-MACC. (Forsyth, Maciel)
- c. Staff will report on *Arte del Corazon* children's art exhibit.
- d. Staff will report on Nuestro Grupo feedback on Saturday Academia Cuauhtli.
- e. Staff will report on LARP education projects and future educational programming.
- f. Staff will report on education attendance numbers and programming calendar.

**14. Adjournment:** Chair Carroll adjourned the meeting at 8:24pm with a motion from Member Sanchez-Ruiz and a second from Member Maciel without objection. (6.0) + Chair Carroll, Co-Chair Forsyth and Members McMahon, Maciel, Oyervides, and Sanchez-Ruiz.